



# Staple Foods in Slovenia

November 2025

Table of Contents

## [Staple Foods in Slovenia](#)

### **EXECUTIVE SUMMARY**

Stable goods shows resilience despite consumer price consciousness

### **KEY DATA FINDINGS**

#### **INDUSTRY PERFORMANCE**

Staple foods shows continued growth in 2025

Private label continues to gain ground

Shift towards local sourcing amid sustainability concerns

#### **WHAT'S NEXT?**

Premiumisation to drive gradual growth but consumers will remain price sensitive

Lifestyle trends will shape future strategies

Distribution channels will continue to evolve

#### **COMPETITIVE LANDSCAPE**

KRAS maintains leadership through heritage and innovation

Don Don leads growth through innovation, brand diversification, and regional expansion

#### **CHANNELS**

Supermarkets and hypermarkets face growing pressure from discounters

E-commerce continues to gain traction

#### **MARKET DATA**

[Table 1 - Sales of Staple Foods by Category: Volume 2020-2025](#)

[Table 2 - Sales of Staple Foods by Category: Value 2020-2025](#)

[Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025](#)

[Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025](#)

[Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025](#)

[Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025](#)

[Table 7 - Penetration of Private Label by Category: % Value 2021-2025](#)

[Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025](#)

[Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030](#)

[Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030](#)

[Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030](#)

[Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030](#)

#### **COUNTRY REPORTS DISCLAIMER**

#### **SOURCES**

[Summary 1 - Research Sources](#)

## [Baked Goods in Slovenia](#)

### **KEY DATA FINDINGS**

#### **2025 DEVELOPMENTS**

Innovation is central to growth

#### **INDUSTRY PERFORMANCE**

Focus on premium, nutritious, and locally-sourced goods

Frozen baked goods leads growth

## WHAT'S NEXT?

Innovation will drive steady growth

Health and wellness to shape future of baked goods

Sustainability trend will grow in prominence

## COMPETITIVE LANDSCAPE

Žito leads baked goods, while private label continues to gain ground

Don Don drives growth through brand strength and strategic investment

## CHANNELS

Supermarkets retains its lead

E-commerce gains traction

## CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Breakfast Cereals in Slovenia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Breakfast cereals shows continued resilience, supported by nutritional innovation, versatility, and broad retail presence

## INDUSTRY PERFORMANCE

Health-focused innovation drives growth

Muesli and granola leads growth

## WHAT'S NEXT?

Versatility and central role in local diets will support steady growth

Health and wellness considerations will drive product innovation

Ethical awareness to fuel new offerings

## COMPETITIVE LANDSCAPE

Nestlé doo maintains its leadership amid aggressive competition from private label

Sante exhibits strongest growth, albeit from low base

## CHANNELS

Supermarkets remains leading channel

Non-grocery retail shows rapid expansion

## CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

- Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
- Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
- Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
- Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
- Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
- Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
- Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
- Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
- Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
- Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

Processed Fruit and Vegetables in Slovenia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premium, health-focused and sustainable products drive growth

#### INDUSTRY PERFORMANCE

Steady expansion, driven by convenience and everyday cooking needs

Shelf stable tomatoes leads growth

#### WHAT'S NEXT?

Premiumisation will support value growth amid steady demand

Health-driven formulations will gain momentum

Movement towards a greener, more self-sufficient supply chain

#### COMPETITIVE LANDSCAPE

ETA Kamnik leads sales, thanks to strong heritage and broad product range

Private label leads expansion

#### CHANNELS

Hypermarkets and supermarkets lead sales

E-commerce continues to gain ground

#### CATEGORY DATA

- Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

- Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

- Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

- Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

- Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

- Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

- Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

- Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

- Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

- Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

- Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

- Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

Processed Meat, Seafood and Alternatives To Meat in Slovenia

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health and wellness-focused innovation drives growth

### INDUSTRY PERFORMANCE

Steady expansion in 2025

Plant-based substitutes lead growth

### WHAT'S NEXT?

Steady growth anticipated

Health and wellness trends will drive innovation

Sustainability will be key industry focus

### COMPETITIVE LANDSCAPE

KRAS retains its dominance

Bolton Trading benefits from increased focus on sustainable sourcing

### CHANNELS

Supermarkets and hypermarkets dominate sales

E-commerce leads growth as distribution landscape becomes increasingly diversified

### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

### COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Slovenia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Pasta remains key growth driver

### INDUSTRY PERFORMANCE

Steady flow of innovation and private label expansion fuel pasta sales

Noodles leads growth

### WHAT'S NEXT?

Steady growth ahead, driven by health, convenience, and private label

Health and wellness trends will bring momentum to mature category

Further growth for e-commerce as cyber security improves

## COMPETITIVE LANDSCAPE

Barilla Adriatik leads rice, pasta, and noodles, followed by strong local competitors

Maggi leads growth as instant noodles gain traction

## CHANNELS

Hypermarkets retain their appeal

E-commerce continues to gain traction

## CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 69 - NBO Company Shares of Rice: % Value 2021-2025

Table 70 - LBN Brand Shares of Rice: % Value 2022-2025

Table 71 - NBO Company Shares of Pasta: % Value 2021-2025

Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 73 - NBO Company Shares of Noodles: % Value 2021-2025

Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 76 - Distribution of Rice by Format: % Value 2020-2025

Table 77 - Distribution of Pasta by Format: % Value 2020-2025

Table 78 - Distribution of Noodles by Format: % Value 2020-2025

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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